

1210 - New York Metro ROU

From: Kuruc, G. Nick (CAM) 1240
To: 1000 - North East Sales Area; 1110 - Boston ROU; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1610 - Buffalo ROU
Cc: 1200 - New York Metro Region
Subject: Wakefern Food Corp. (Shop Rite) Price Plus Program Update
Date: Thursday, September 7, 1995 4:11PM

To: M. A. Washo
R. H. Fricke
Audrey Evanchik
All Divisions With Shop Rite Stores Supplied by Wakefern Food Corporation

Listed below are Price Plus Program Dates for the balance of 1995:

Sept. 3- Oct. 7 Worth \$2 off per carton
Oct. 8-Nov. 4 Winston \$2 off per carton and Doral \$2 off per carton
Nov. 5-Dec. 9 Worth \$2 off per carton
Dec. 10-Jan 6 Winston \$2 off per carton and Doral \$2 off per carton

As always, critical to the success of this Program is price communication. Please ensure that you Retail Representatives:

1. Contact Shop Rite Stores as close to the Program start date as possible.
2. In stores, contact the person responsible for sign making, and have a Price Plus Sign made to place on the Carton Merchandiser.

	<u>Sales</u>		<u>Retail</u>
1221	2,3,4,5,6,7	1222	
1222	1,4,5,6,7,8	1223	
1223		1228	
1224		1229	
1225		ROM	
1228	1,2,3,4,5,6,7,8,9	SC	
1229		MC	PA
1240			
1244		RSM	RBM